



Strategies for Dealing with Dissatisfied Customers

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Why is this topic important

1 Communication issues can become REPUTATION / RELATIONSHIP issues

2 People that complain could simply “vote with their feet” (easier)

3 Though “the customer is always right” Sometimes they are NOT!

These are angry times...

Football player suspended for chalupa rampage

- Houston Chronicle

Man arrested on “Appliance Rage” incident

- Houston Chronicle

These are angry times...

How do you know that someone has really “**Lost-It**”?

... and what do they SAY and DO?

Learning Goals

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1 Find how to “calm” a situation
WITHOUT MAKING IT WORSE!

2 Find ways to tell a customer they’re
wrong & keep our relationship.

How to “Calm Down” a Customer

What’s the ***WORST*** thing you can say?

How to “Calm Down” a Customer

AS A TABLE GROUP

List 4-6 “**Trigger Words**” that make people angry or defensive.

How to “Calm Down” a Customer

AS A TABLE GROUP

List 4-6 “things” you can do to calm people

How to “Calm Down” a Customer

What’s the **MOST IMPORTANT THING** you can do?

Let them VENT!!!!

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- ❑ Establish Rapport: Use their name
- ❑ Cushion: “You are right to be frustrated”
“I’d feel the same way”
- ❑ Apologize w/o Blame: Sorry for Service Breakdown.
This isn’t right.
This isn’t how we planned to serve you.

Come up with YOUR apology!

Trying Times

You are flying to your daughter's wedding (which is TOMORROW). When you get to the airport you find your flight has been cancelled. There is a long of people ahead of you. When you FINALLY get to the counter, you are very upset.

Trying Times

- #1. Use their name
- #2. “You’re RIGHT for being frustrated”
- #3. “Sorry for the service breakdown”
- #4. *I realize / see how it hurt you.*

Trying Times

You have a busy day planned. You call to make sure your order is ready before you drive across town. The customer service person says “Yep, all ready to be picked up”. You drive across town. When you arrive, the order is not ready and no one knows whom you spoke to.

Trying Times

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How to tell a customer they're WRONG?

How to tell a customer they're WRONG

FEEL: (cushion) “I see why you feel that way”

FELT: (You are not an idiot) “Others felt the same way”

“I would have felt the same way”

FOUND: When they found (new information) they realized

Remember, this is different. This is when the customer is mistaken.

Feel-Felt-Found

Your customer read his bill incorrectly and believes you changed your fees.

In reality, he didn't look at the total bill to see that you simply changed bill's format. At the bottom of the bill, it notes his typical amount.

Feel-Felt-Found

SITUATION-1:

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SITUATION-2:

Your staff member believes you deliberately left him out of a meeting.

In reality, he didn't look at the agenda and realize his part of the meeting was moved to the next day.

Personal Action Plan

- ❖ Stop using **trigger words**.
- ❖ Start using customers' name
- ❖ Use **Feel-Felt-Found** for incorrect customers
- ❖ Listen to upset customers (let them **VENT**)
- ❖ **Train** my team on these skills

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Strategies for Dealing with Dissatisfied Customers

Trying Times

- #1. Let the customer **VENT**
- #2. Use their name
- #3. You're **RIGHT** for being frustrated
- #4. "Sorry for the service breakdown"
- #5. *I realize / see how it hurt you.*